

METHOD AND FACILITY FOR DISPLAYING CUSTOMER ACTIVITY AND VALUE

Abstract

A method and facility for displaying information about a multitude of different customers. The method includes, for each customer, receiving a set of numeric values, each associated with one of a plurality of different parameters. A symbol is generated for each customer, and the symbols are spatially arranged, based on the numeric values. The method may include collecting customer interactions during web browsing, and converting interaction data to a limited data set of the values for display and storage. The values may be displayed in three dimensional format for viewing, and may be revised over time and as additional customer interactions occur.

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